

## IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND the claims according to the following.

Please ADD claims according to the following.

1. (CURRENTLY AMENDED) A method of notifying a user of product information, comprising:

~~storing, in an additional information database, storing~~ additional information for individual product information of a product information database and ~~additional information storing~~ user profile related information ~~display parameters set by an information provider to display and used as a display parameter for selecting the additional information for the user, in association with individual product information of a product information database;~~

presenting basic information for the individual product to the user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product; and

~~selecting, from the additional information database, the~~ additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the ~~stored additional information user profile related display parameters~~ information used as the display parameter set by the information provider in the additional information database; and

presenting to the user the selected additional information together with the basic information of the individual product.

2. (CURRENTLY AMENDED) A product information notification system comprising:  
additional information management means for storing, in an additional information database, additional information for individual product information of a product information

~~database and additional information-user profile related display parameters~~information set by an information provider ~~to display and used as a display parameter for selecting the additional information for a user, in association with individual product information of a product information database;~~

product information presentation means for presenting basic information for the individual product to the user, from the product information database;

profile information acquisition means for acquiring profile information of the user receiving the basic information for the individual product;

~~user profile related display parameters processing means for selecting, from the additional information database, the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the stored additional information-user profile related display parameters~~information used as a display parameter set by the information provider in the additional information database; and

additional information presentation means for presenting to said user the selected additional information together with the presented basic information of the individual product.

3. (ORIGINAL) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's profile information to acquire said user's profile information.

4. (PREVIOUSLY PRESENTED) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's identification information, and acquires the user profile information corresponding to said user identification information from a profile database storing user profile information.

5. (PREVIOUSLY PRESENTED) A product information notification system according to claim 2, wherein said product information presentation means and additional information presentation means display, respectively, the basic product information and the additional information in a vicinity of the basic product information.

6. (ORIGINAL) A product information notification system according to claim 3, wherein said product information presentation means and additional information presentation

means respectively include product information transmission means transmitting information to be displayed by product information display means and additional information display means provided on said user terminal.

7. (CURRENTLY AMENDED) The product information notification system according to claim 2, wherein further comprising a product information management server comprises a WWW server that manages/managing said product information database, the product information presentation means and the additional information presentation means, and presents the basic and additional information to a user terminal having a WWW browser.

8. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires the user profile information from said user's terminal over the Internet.

9. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires the user's identification information from said user's terminal over the Internet, and acquires the user profile information corresponding to said user's identification information from a profile database storing user profile information.

10. (ORIGINAL) The product information notification system according to claim 9, wherein said product information management server manages said profile database.

11. (ORIGINAL) The product information notification system according to claim 9, wherein a customer management server interconnected with said product information server manages said profile database.

12. (CURRENTLY AMENDED) A product information notification system according to claim 7, wherein said product information management server further manages said additional information database and said ~~user profile related display~~ parameters processing means.

13. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein an additional information management server interconnected with said

product management server manages said additional information database and includes said ~~user profile related display parameters processing means.~~

14. (PREVIOUSLY PRESENTED) The product information notification system according to claim 7, wherein said product information presentation means and said additional information presentation means comprise a terminal linkage unit operating on the WWW browser on said user terminal.

15. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying the additional information.

16. (PREVIOUSLY PRESENTED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet displaying comments and accepting input comments from said user terminal as other additional information regarding the products provides to the user.

17. (PREVIOUSLY PRESENTED) The product information notification system according to claim 16, further comprising a comment database managing the accepted comments by said terminal linkage unit.

18. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is a chat linkage unit accepting chat by said user terminal.

19. (ORIGINAL) The product information notification system according to claim 18, further comprising a chat channel management unit managing chat contents accepted by said chat linkage unit.

20. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is an order acceptance linkage unit accepting product orders from said user terminal.

21. (ORIGINAL) The product information notification system according to claim 20,

further comprising an order procedure unit conducting order procedures based on a product order accepted by said order acceptance unit.

22. (CURRENTLY AMENDED) A computer readable recording medium on which is recorded a program controlling a product information notification system according to a process comprising:

~~storing, in an additional information database, storing additional information for individual product information of a product information database and additional information~~storing user profile related information display parameters set by an information provider to display and used as a display parameter for selecting the additional information for a user, in association with individual product information of a product information database;

presenting basic information for the individual product to the user, from the product information database;

acquiring profile information of the user receiving the basic information for the individual product; and

~~selecting, from the additional information database, the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the stored additional information-user profile related display parameters~~information used as the display parameter set by the information provider in the additional information database; and

presenting to the user the selected additional information together with the basic information of the individual product.

23. (CURRENTLY AMENDED) An electronic product notification system in network communication with user-terminal~~terminal of a user~~, the system comprising:

a controller

~~storing, in an additional information database, storing additional information for individual product information of a product information database and additional information~~storing user profile related display parametersinformation set by an information provider to display and used as a display parameter for selecting the additional information; and for the user, in association with individual product information of a product information database;

a controller

displaying ~~the~~ basic information of the product to ~~a~~the user via the network, from

the product information database,

acquiring a profile of the user via the network from the user terminal, and

~~selecting, from the additional information database, the additional information for~~  
~~the individual product basic information presented to the user, based upon comparing the~~  
~~acquired user profile information with the stored additional information-user profile related~~  
~~display parameters information used as the display parameter set by the information provider in~~  
~~the additional information database, and~~

presenting to the user the selected additional information together with the basic information of the individual product.

24. (CURRENTLY AMENDED) The method according to claim 1,  
wherein the ~~additional information-user profile related information display parameters set~~  
by the information provider and used as the display parameter comprises ~~comprise one or more~~  
of age, occupation, or user sex, and  
wherein the selected additional information is recommendation information.

25. (CURRENTLY AMENDED) A method of notifying a user terminal of product information, comprising:

storing individual product information in a product information database;

~~storing in an additional information database, in association with the individual product~~  
~~information of the product information database, additional individual product information and~~  
~~additional information storing additional information for the individual product information and~~  
~~storing user profile related display parameters information~~ modifiable by an information provider  
and used as a display parameter for selecting the additional information;

presenting the individual product information to the user terminal, from the product information database;

selecting dynamically changeable, by the information provider, ~~additional individual~~  
~~product information by referring to the additional information database for the individual product~~  
~~information~~, based upon comparing the acquired user profile information with the user profile  
related information used as the display parameter modifiable by the information provider in the  
~~additional information database and the additional information-user profile related display~~  
~~parameters modifiable by the information provider; and~~

presenting to the user terminal the selected additional individual product information together with the individual product information.

26. (NEW) The method of claim 1, wherein the additional information is selected and presented to the user during the presenting of the individual product basic information, upon moving a cursor over the presentation of the individual product basic information and a match between the acquired user profile information and the user profile related information used as the display parameter set by the information provider in the additional information database.